

# SWIFT SELLING IS DEMANDED!

All of these Sample Goods must be sold, and without fear of contradiction we make the assertion that we give the people of Astoria the greatest values ever presented in the State of Oregon. This store is connected with forty-eight of the largest Department Stores in the entire West, which are banded together for the protection of their patrons and themselves.

## THREE EXPERT BUYERS

Under the leadership of Mr. D. J. Morton, who resides in New York, have permanent orders from us to buy anything that will prove advantageous to our patrons and ourselves.

## This Sale will Soon be Over

Now, that's a plain, broad hint, and if you want the choice of the foremost goods manufactured at but a fraction of former cost now is the time and this is the place to buy. Other lines have been added to the many items of yesterday and if you'll excuse a repetition we'll advise you to shop here early in the morning; it makes it better for you and us. Read on:

Standard Prints---1,487 Yards of Standard Prints, regular value 61, at 2c.

25c. Table Oil Cloth at 12½c.

This Sale is  
without Peer  
or Parallel  
in the Annals  
of Trade!

Its the  
Golden  
Bargain  
Opportunity  
of a  
Life Time!  
COME!

### RANDOM LOTS TABLE LINEN

54-inch Bleached Table Linen, handsome design; regular 50c quality ..... 37½c  
36-inch German Table Linen, 50c quality ..... 35c  
36-inch Bleached or Unbleached Damask Table Linen, 75c grade... 45c  
Turkey Red Table Linen, guaranteed fast colors, 40c quality ..... 35c  
Colored Table Linen, red and checked, regular 60c value ..... 47c  
Napkins, bleached damask, size

### 10c. Quality Sheeting at 7c.

18x18, regular 60c quality, at per dozen ..... 49c  
Cotton Towels, with fringed edge, 27x14, regular price 7½c ..... 50c  
Heavy Huck Linen Towels, regularly 18½ values, for ..... 12½c  
Cotton Toweling, 6c quality ..... 4c  
Linen Toweling, unbleached, 10c quality ..... 6½c

### Fine Sateen, worth 20, at 5c

STANDARD PRINTS---1,487 YDS. OF STANDARD PRINTS, REGULAR VALUE 6½c. PER YARD AT ..... 2c

### 25c Table Oil Cloth for 12½c

Tooth Picks, worth 5c per box at 1c  
Men's 10c hose ..... 5c

### 35c. Henriettas Now at 18c.

DIMITIES---Elegant patterns, over 3500 yards, worth in the usual way 3c and 10c at ..... 4c

### SCOTCH LAWN

IN VARIED ASSORTMENTS and neat Patterns, over 2000 yards, shipped direct from New York buyers, worth from 5c to 10c per yard, at ..... 3½c  
Crash toweling, worth 5c and 6c, for ..... 30c  
L.L. Sheeting, unbleached, worth 6c per yard, at ..... 3c  
Outing Flannel, worth 12½c and

### \$1.50 Lace Curtains 78c.

15c per yard, at ..... 8c  
Albatross, worth 75c per yard ..... 50c  
All wool granite cloth, elaborate patterns, worth 85c and \$1.00 per yard, at ..... 50c  
Zephyr Gingham worth 10c per yard, 4300 yards, at ..... 6½c

### CLOTHING FOR LESS THAN HALF

Half Price and Less is this Sale's Gigantic Standard

Boys' two-piece suits, latest styles, all sizes, worth \$1. for ..... 50c  
Boys' two-piece suits, neat patterns, fine material, worth \$2. for ..... \$1  
Young men's three-piece suits, in chevots, worsteds and serge; over 750 patterns to choose from; worth \$10 and \$12, for 5.55 and ..... \$4.90  
Men's gray and brown mixed chevot suits, 312 suits in the lot; every suit worth from \$10 to \$12, for ..... \$5

### Men's Fine Black Clay Worsteds Suits

Worth \$12.50 for \$6.50; worth \$15 for

\$8; worth \$20 for \$10; worth \$25 for \$12.50  
Men's extra good quality blue serge suits, worth \$20; latest style for ..... \$10  
Men's fancy worsted and chevot suits, very latest patterns and styles, finely finished, worth from \$12.50 to \$15, for ..... \$5  
A glance at the garments themselves will prove to you that they are the greatest clothing bargains ever offered.  
755 pair men's \$2.50 and \$3.00 all-wool pants for ..... \$1.50  
Men's fine imported clay worsted suits; all sizes; value \$20 ..... \$12.45

Men's Cassimere Suits new patterns; all sizes; worth \$10 ..... \$4.99  
Men's Black Clay Worsteds, extra good value, at \$12.50; opening sale \$6.45  
Young men's three-piece suit, brown mixed chevot; worth \$7.00 \$2.45  
"Little Genie" two-piece suits in prices far from the usual cost; Prices are \$5.00, \$4.00, \$3.00, and down to ..... \$1.45  
Boys' pants at 8c, 15c and down to ..... 10c  
Men's fine black vici kid, new stylish last, regular value \$5, for \$2.45  
Men's black vici kid, new round toe, lace, medium sole, \$1.50 value \$1.50

### SHOES FOR ALMOST HALF PRICE

Thoroughly Reliable Makes

Men's black box calf shoes, new Amazon toe, neat pattern, a strong stylish shoe, worth \$2.50 ..... \$1.50  
Men's \$2.50 Black Calf Shoes, lace, new shapes, all sizes and widths, worth \$4.00, for ..... \$2.95  
Children's fine dongola shoes, flexible soles, worth 60c. for ..... 25c  
Children's dongola and kangaroo shoe, in lace and button, worth \$1, at ..... 65c  
Boys' school shoes, worth \$1.75, for ..... \$1.35  
192 pair ladies' fine dongola lace shoes, new shapes, wide and medium coin toes, worth \$2.50, for \$1.99  
Misses' dongola lace shoes, new toe, light and heavy soles, worth

\$1.75, for ..... \$1.33  
682 pair ladies' fine vici kid lace shoes, in turn and welted soles, new toe shapes, all sizes and widths, worth \$4.00, for ..... \$2.95  
227 pair ladies' fine vici kid shoes, in lace and button, new coin toe shapes, neat, durable, fine fitting, worth \$3 ..... \$1.95  
Men's fine black vici kid new style last, regular value \$5 ..... \$2.45  
Men's black vici kid, new round toe, lace, medium sole; \$1.50 value for \$1.00  
Men's black box calf shoes, new Amazon toe, neat pattern, a strong stylish shoe; worth \$2.50 ..... \$2.50

Men's \$2.50 black calf shoes, in lace, new shape ..... \$1.35  
Carpet slippers for men and women, all sizes ..... 19c  
Misses', Children's and Infant's shoes at a great reduction.  
Boys' \$2 calf shoes for ..... \$1.45  
Boys' \$1.75 school shoes for ..... \$1.29  
Youths' \$1.75 school shoes for ..... \$1.10  
Ladies' fine patent vici shoes in lace, regular \$5 grade ..... \$2.95  
Ladies' fine vici kid lace shoes, new, stylish toe and pattern, worth \$3.00 ..... \$1.95  
Ladies' black vici kid shoes for street wear, worth \$2.50 ..... \$1.45

### FROM ALL OVER THE STORE

#### HOSIERY

Child's black cotton hose, all sizes in the regular \$10c quality ..... 5c  
Boys' heavy bike hose, 20c quality ..... 10c  
Boys' extra heavy bike hose, 25c quality ..... 15c  
Misses' fine ribbed hose 25c quality ..... 15c  
Infants' fine cotton hose, 18c quality ..... 50c  
Ladies' black cotton hose, double heel and toe, full fashioned; 20c quality ..... 10c

Ladies' Superior Lace Lisle Thread Hose, black and colored, 75c quality ..... 49c  
Ladies' black cotton hose, extra fine quality; 25c grade ..... 15c  
Ladies' black cotton hose, extra high spliced heel and double sole, worth 40c ..... 19c  
Ladies' Chalk Stripe Skirt, flaring bottom heavily stitched with 24 rows of stitching; regular price \$6.00, at ..... \$4.50  
Ladies' rainy-day skirts, flaring bottom, corded effect; \$3 quality \$1.95  
Ladies' fine shirt waists, fine

Madras cloth with latest collars and cuffs; 60c quality ..... 25c

#### CORSETS

Ladies' Corsets, in gray, black and white, 75c values ..... 45c  
Ladies' straight-front corsets, worth \$1, all colors ..... 74c  
27-inch guaranteed taffeta, regular \$1.25 quality ..... \$1.00  
36-inch black taffeta, worth \$1.25 at ..... 98c  
36-inch Henrietta, all shades, 25c quality ..... 19c  
36-inch checked Scotch goods, regular 25c value, per yard ..... 18c

### SPECIAL ITEMS WASH GOODS

27-inch Scotch lawns, fast color, 30 different patterns, per yard 6½c value ..... 3½c  
29-inch Baptiste and Cordelle, fine sheer goods; 10c values, for ..... 7½c  
29-inch Baptiste Brilliant Lawn, many different patterns, 12½c value ..... 8½c  
30-inch fancy lawns, plain shades, guaranteed color; 15c quality ..... 10c  
Fine Primrose Baptiste Lawn and Dimities in all the late Roman and Persian covert cloths for skirts and suits; regular 15c value ..... 15c  
Heavy covert cloths for skirts and suits; regular 15c value ..... 10c  
Manchester Cambrics in the very best quality; 15c grade ..... 10c  
26-inch Silkolines, 15c quality ..... 10c  
26-inch Silkolines 15½c quality ..... 10c  
32-inch Art Denims 22½c quality ..... 15c  
Heavy Outing Flannel light or dark shades, full width, 10c quality ..... 6½c  
Ladies' \$1.50 Dimity and Lawn shirt waists for the opening ..... 85c  
Ladies' fine sixteen underskirt, black and colors, worth \$1, for ..... 48c  
Ladies' Wrappers, made of extra good quality percale, 75c value ..... 25c

#### Men's Furnishings

Men's 20c suspenders ..... 20c  
Men's heavy underwear, 50c grade 20c  
Men's 75c fleece-lined underwear 45c  
Men's 50c working gloves ..... 25c  
Men's 50c ties---1250 patterns ..... 25c  
Men's 60c working shirts ..... 25c  
Men's 10c hose ..... 5c  
Men's 75c Negligee shirts ..... 45c  
Boys' 12½c suspenders ..... 5c  
25c ties, sample line ..... 10c  
Laundried shirts, 75c values ..... 50c  
Laundried shirts, \$1 values ..... 75c

#### Millinery at Less Than Cost

Every hat in the store must be sold. These prices forcibly signify our determination.  
Ladies' fine sailor hats worth 50c for ..... 25c  
Ladies' fine sailor hats worth 85c for ..... 48c  
Ladies' street hats worth \$1.50 ..... 98c  
Ladies' neat street hats worth \$1.75 ..... \$1.00  
Ladies' fine trimmed hats worth \$3.50 ..... \$2.00

#### Soaps

Glycerine ..... 4c  
Oatmeal ..... 6c  
Tar ..... 5c  
Turkish Bath ..... 7c  
Stuart's Antiseptic ..... 7c  
Woodbury's Facial Soap ..... 10c

This Sale is  
for 10 Days  
Only!

Vision Alone  
Is the true  
criterion by  
which you can  
judge the  
great gulf  
between the  
regular value  
and the

SALE  
PRICE!

# MORSE'S DEPARTMENT STORE

Exchanges Gladly Made and Money Refunded.

508-510 COMMERCIAL STREET, ASTORIA, OREGON

Store Closes Promptly at 6 P. M. Opens at 10 A. M.